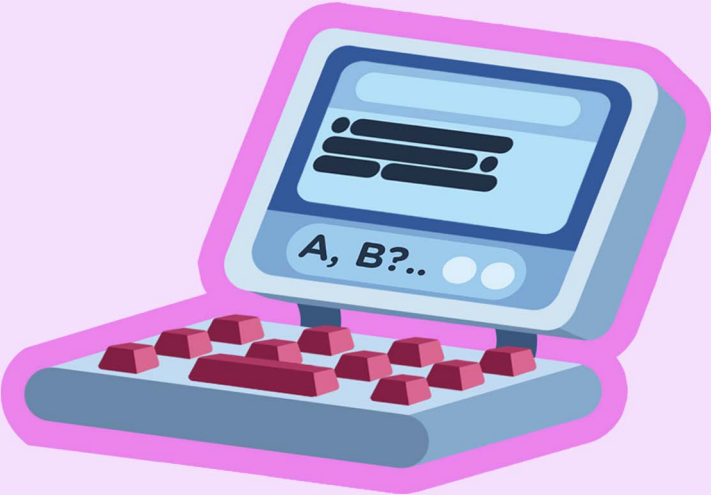


# INTERNAL COMMUNICATION PLAN

Who is this plan for?



## THE VISION FOR INTERNAL COMMUNICATION

What is your main goal?

## THE AUDIENCE

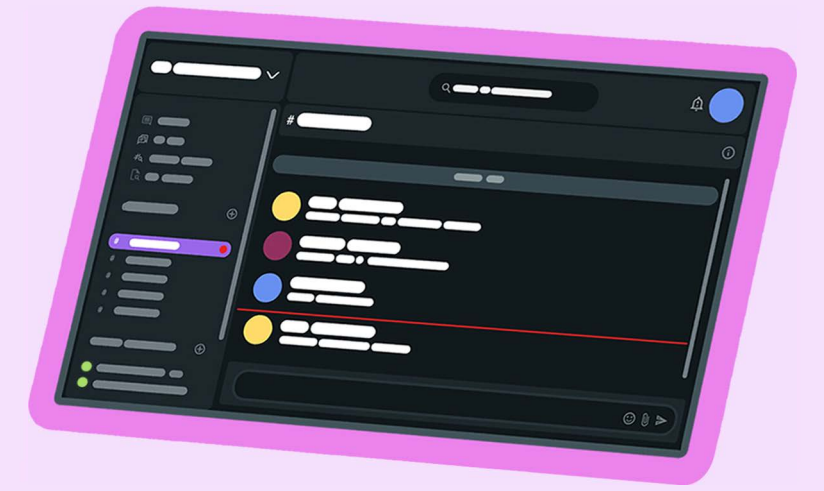
Who are you trying to reach?

## THE MOTIVES

Why are you making this plan?



# PLANNING INTERNAL COMMUNICATION



## WEAKNESSES OF PREVIOUS PLAN TO EXCLUDE

In which areas did the previous plans falter?

## STRENGTHS OF PREVIOUS PLAN TO INCLUDE

What did the previous plan do well?

## POTENTIAL OPPORTUNITIES

What opportunities can a revised plan bring?

## POTENTIAL THREATS

What threats can a revised plan bring?

## EMPLOYEE FEEDBACK AND PREDOMINANT INSIGHT



INTERNAL COMMUNICATION OBJECTIVES AND KEY RESULTS

What S.M.A.R.T. goals are you aiming to achieve with this plan? What KRI's will tell you if you're progressing towards your goals?

Objectives			
Key results			
Objectives			
Key results			
Objectives			
Key results			

TYPES OF COMMUNICATION CHANNELS TO USE AND SPECIFIC APPS

Communication channel			
Applications			
Communication channel			
Applications			
Communication channel			
Applications			





CREATING THE INTERNAL COMMUNICATION PLAN

INTERNAL COMMUNICATION OBJECTIVES AND KEY RESULTS

What S.M.A.R.T. goals are you aiming to achieve with this plan? What KRs will tell you if you're progressing towards your goals?

Objectives

Key results

Objectives

Key results

Objectives

Key results

TYPES OF COMMUNICATION CHANNELS TO USE AND SPECIFIC APPS

Communication channel

Applications

Communication channel

Applications

Communication channel

Applications

INTERNAL COMMUNICATION GUIDELINES FOR DIFFERENT COMMUNICATION SITUATIONS

COMMUNICATION SITUATION	How often to communicate	When to communicate	Duration of communication	Length of message	Where to communicate

COMMUNICATION STRATEGIES

These communication strategies will set a clear etiquette to keep every team conversation on-point.

<div><div>NOMINATION RULES</div><div>How to start a topic</div></div>	
<div><div>RESTRICTION RULES</div><div>What to avoid in conversation</div></div>	
<div><div>TURN-TAKING RULES</div><div>Making sure everyone gets heard</div></div>	
<div><div>TOPIC CONTROL RULES</div><div>Ensures the conversation stays on track</div></div>	
<div><div>TOPIC SHIFTING RULES</div><div>When and how to switch topics</div></div>	
<div><div>REPAIR RULES</div><div>Addressing problems in a conversation</div></div>	
<div><div>TERMINATION RULES</div><div>How to end a discussion</div></div>	

# ANALYZING THE INTERNAL COMMUNICATIONS PLAN

Key performance indicators for the success of internal communication strategies.  
How will you measure the success of your plan?

KPI #1	KPI #2	KPI #3	KPI #4	KPI #5

KPI #6	KPI #7	KPI #8	KPI #9	KPI #10

